



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **241-2012**

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Kathie G. Brooks, Interim City Manager

DATE: September 24, 2012

SUBJECT: Proposed Revival of the Festival of the Arts

The purpose of this LTC is to provide you with correspondence received from the Fine Arts Board regarding the above subject.

Please contact me if you have any questions.

KGB/MAS/gf

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CITY CLERK'S OFFICE

Dear Mayor and Honorable City Commission,

The Fine Arts Board met on September 13, 2012 and passed the motion below regarding the revival of the Miami Beach Festival of the Arts.

The Fine Arts Board (FAB) supports the City's interest in promoting North Beach as a cultural destination and recognizes the City's vision to include North Beach in Miami Beach's renaissance.

Therefore, the FAB passed a motion asking that the Commission not issue an RFP for the Miami Beach Festival of the Arts for the following reasons:

- The Festival has had very poor attendance in recent years
- There is a saturation of like festivals with which the Miami Beach Festival of the Arts cannot compete
- The quality of the Festival regardless of its producer has been poor
- Artists/Vendors have expressed dissatisfaction with the Festival and stated they would not return
- The Board believes that the City funding being considered (\$55,000) would better serve the North Beach community if used to support a series of events rather than a single weekend festival

Other issues have included: scheduling and timing conflicts with other events in the area, such as, the International Boat Show, Super Bowl Weekend, Art Deco Weekend and the Coconut Grove Arts Festival, a lack of adequate funding and sponsorship, as well as, a general lack of citizen interest.

Please be reminded that a recommendation to discontinue the Miami Beach Festival of the Arts was approved last year for all of the above reasons and the FAB feels that reviving the Festival is a step backwards for our city.

As an advisory Board, we sincerely ask that consideration be given to the above motion and the prior recommendation.

Sincerely,


Melissa Sheppard-Broad, Chair

and

The Fine Arts Board